

# THE WORKFORCE WORD

## JANUARY EVENTS

**Partnership Meeting  
Supervisor's Orientation  
One-Stop Campaign  
AWDA Job Fairs  
Interpreter Class Begins**

*"AWDA is dedicated to empowering residents to become educated, skilled and self-sufficient, leading to meaningful employment with local businesses, building an effective workforce and a vibrant, diverse economy for the City of Atlanta"*

Greetings, Citizens of Atlanta

As the Executive Director of the Atlanta Workforce Development Agency (AWDA), I hold fast in the belief "it takes a village", which is why my staff and I are committed to improving the educational and training levels of all Atlanta residents. As we embrace the new year (2004), there will be dramatic changes in thousands of people's lives and AWDA wants to ensure that our citizens are prepared to meet the change. Whether the change is in securing employment, completing a training course, or just successfully passing the general education diploma (GED), I want AWDA to be the source of assistance to you.

Sincerely,  
Deborah Lum, Executive Director

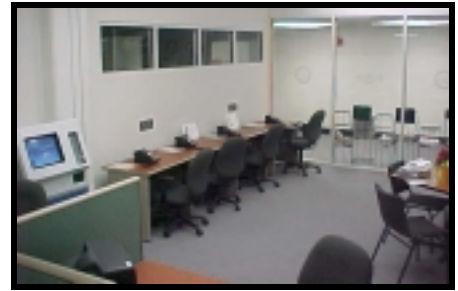
Atlanta Workforce Development Agency  
818 Pollard Boulevard  
Atlanta, Georgia 30315  
404-658-WORK (9675)

## NEW DIRECTIONS FOR AWDA!

The "New AWDA" began with a new leader in March of 2003. Among the many changes put into effect in the City of Atlanta's administration by the Honorable Mayor Shirley Franklin was the appointment of Deborah Lum as the interim Executive Director.

Ms. Lum immediately reduced the staffing due to budget restraints and implemented several changes to improve the customer service levels of the Agency. Her focus still emphasizes the provision of quality customer service to every customer that comes to the Atlanta One-Stop Career Center. She insists that **"Our One-Stop Career Center must provide the best career training and employment services that the City can offer."** The first major step towards establishing the One-Stop Career Center as a focal point for the job seeker and employer was to improve upon the internal and external structure.

The Agency's program year began July 1, 2003 and is on a record breaking pace placing people in training. Under the direction of Margaret Robinson and Peggy Crawford, more than 450 people have been enrolled in training (at the halfway point of the program year), surpassing the previous two (2) years combined. The number of people attending the orientation has improved by 100% from the previous year. The service providers were reduced by more than 50% which allowed the Agency to provide training programs on site in lieu of farming out services. The number of services offered have increased in the One-Stop Career Center by adding or expanding current services for the customers.



Building improvements were made to accommodate the customer's needs. The reception area was relocated to serve all customers. Our Resource Library was expanded to allow customers to make telephone calls during their job search activities. Breakfast and lunch are served daily for the customers and staff. A remodeled multi-purpose room provides the versatility from dining to meeting room(s), from job fairs to receptions. All meeting rooms were upgraded with technological improvements and contemporary office furniture.

In an uncertain economy dominated by global competition, there needs to be a program of "lifelong learning" for workers. Job changes are numerous and productivity will depend on mastering the ever-changing workforce and technology. In an effort to embrace and mirror the evolving workforce, AWDA has transformed and redefined itself, internally and externally. The one thing that will *never* change, however, is the Agency's interest and commitment to our most valuable asset – the Atlanta resident seeking employment. We look forward to meeting and surpassing your expectations.

## 2004 AWDA MARKETING CAMPAIGN

2004 launches the beginning of many campaigns initiated by the AWDA Marketing Department. Each marketing campaign is designed to make people aware of services offered by the City, Agency, and the One-Stop Center.

The first of four campaigns begins January 9, 2004 with a slogan and button drive within the One-Stop Center. The primary goal is for

every staff member to assume total responsibility for promoting the one-stop concept.

Ask any member of the marketing staff about the One-Stop Career Services and receive a free button from January 9th—16th. Just say: **"One-Stop Begins With Me."** Staff members are encouraged to wear your button daily. The marketing department will give weekly prizes to staff for wearing the button and promoting the campaign.

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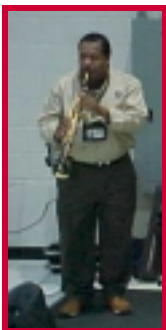
**GoodWorks!  
Participants and Families**



**Deborah Lum  
AWDA Executive Director**



**Holiday Wreath Contest  
1st Place Winner**



**Kamauh Merriwether**

Articles written by Guy Craft & Jo Anne Paschall  
Layout and Design by Guy Craft  
Editing by Margaret Robinson & Jo Anne Paschall  
Pictures by Guy Craft

## SANTA COMES TO GOODWORKS!

BY JO ANNE PASCHALL

This holiday season came early this year to the AWDA! On Friday December 19<sup>th</sup>, the staff held a holiday party in honor of the women of the GoodWorks! Program and their families. The festive occasion was organized by a committee of AWDA staff members chaired by Jeanne St. Romain from the marketing department.

Spirits were high as partygoers were greeted with "halls decked" with tinsel, candle light, Christmas trees and poinsettias. The sound system in the large multipurpose room serenaded us with carols of the season while all enjoyed a delicious sit-down turkey dinner prepared by Gourmet Services. Although we thought that dessert was the bread pudding, following the meal we were "treated" to several sets of incredible jazz from Jufuvé, a jazz trio featuring AWDA's own Kamauh Merriwether on horns.

In addition to the GoodWorks! participants and their children, attending the party were AWDA Staff Members, AWDA Board Members, clients, business associates and other partners within the AWDA building. At the very heart of the party was the nature of giving. All in attendance brought gifts of clothing for the children of the women of Good Works! using a list developed by the party committee of sizes and ages of the children. Executive director, Deborah Lum made the presentation of gifts from the staff and guests that also included donations of shoes for all children from the Footlocker Corporation and clothes donated by Old Navy. The families were thrilled as Mayor Shirley Franklin personally sent gift certificates to all teenaged children to the Burlington Coat Factory. It was an afternoon of food, music, dancing and fun for all and a meaningful way to begin the holiday season.

## AWDA STAFF HOLIDAY WREATH CONTEST

The past holiday season each administrative office in the Atlanta Workforce Development Agency was given a wreath to decorate for the holidays. Immediately, the staff began to boast about outdoing their neighboring office. Some staff went as far as saying "the only reason you should enter the contest would be for second place!" However, there were others who sighted a mysterious burglar that was seen running down the halls taking ornaments from the wreaths and confiscating batteries leaving the some wreaths bare and unexciting.

The true winners did a remarkable job decorating their respective wreaths. Ms. Lum elected not to judge the decorations herself, but instead asked several people to judge the contest, namely Rosalind Oquendo, Rick McDevitt, and Misty Friedman. After the tabulations were added and subdivided by the power of 3 times 2.5, 1st Place was presented to Chynel Walker and Rev. Harris in office 220. 2nd Place winners had a tie, Peggy Crawford in Office 202 tied with Pat Koch, Jo Anne Paschall, Daisy Duncan and Linda Williford in Office 208. Our 3rd Place Winner was Elaine Rose in office 212.

## DID YOU KNOW?

Did you know that **Wymon Henderson** played professional football for 12 years; 9 years with the NFL and 3 years with USFL. Did you know that **Robert Gregory** was a world class track star and once owned the crown as the America's fastest 4 x 400m relay champion? Did you know that **Kamauh Merriwether** has performed with musical artists such as Beoncy, Kelly Price, Jennifer Holiday, and Peabo Bryson? Did you know that **Jerry Rucker** was the Regional Director for Job Corps and retired as the Assistant Inspector General of Audit for the Department of Labor? Did you know that **Margaret Robinson** was also a track star at Xavier University?